

Calumet College of St. Joseph

Digital and Social Media Content Creation Policy

Calumet College of St. Joseph (CCSJ) supports the use of social networking websites, blogs, and other on-line communications media (“Social Media”) to promote the University to the broadest possible audience. CCSJ maintains an official presence on several popular social media tools, including Facebook, Instagram, LinkedIn, Twitter and YouTube. Members of the University community use social media to stay connected with the University, connect with one another, communicate about University programs and events, share campus news and information, and announce activities and events.

The institution, its various departments and organizations, and its faculty members, administrators, staff and students may create social media accounts to disseminate information relevant to their role in the institution’s mission.

The quality of information published through institutional means plays an important part in maintaining the reputation of CCSJ. This policy sets standards that are meant to ensure that information published electronically is consistent with the same high standards as other forms of official institutional publications.

Both in professional and institutional roles, employees should follow the same behavioral standards online as they would in real life. The same laws, professional expectations, and guidelines for interacting with students, parents, alumni, media, and other university constituents apply online as in the real world. Employees are liable for anything they post to social media sites.

Definitions

Account Administrator – An individual assigned the responsibility of maintaining a social media outlet on behalf of CCSJ.

Social Media Outlets – Any online medium that allows a user to create and publish content (e.g., text, photos, video). This includes wikis, blogs, podcasts and third-party websites including, but not limited to, Facebook, Twitter, YouTube, LinkedIn, Instagram and Google Plus.

University-Sponsored – Used in an official capacity by a college, department, office, program, or other unit of an institution for purposes of representing the unit by disseminating news and information, promoting activities and/or otherwise communicating with its community members or the public in general.

Policy

Digital spaces must conform to existing local, state, and federal laws (including copyright laws), and must not contain links to other pages or computers in violation of those laws. Pages found to be in violation will be subject to disconnection. Pages that contain malicious code will be subject to disconnection and appropriate legal action. Pages that interfere with or provoke activity that interferes with the primary mission of the institution will be subject to disconnection.

Digital spaces include:

- Official institutional pages, maintained by the designated representatives of individual departments. These pages may include academic or administrative departments, student organizations, or other units having a recognized collective purpose.
- Social media accounts representing official institutional bodies-including academic departments, student organizations, or other units having a recognized collective purpose.
- Official representatives of all athletic accounts must remain in consistent contact with the Sports Information Director. Official representatives of all other accounts must remain in consistent contact with the Director of Communications.
- Individual professional pages hosted on CCSJ's content management system, maintained by individual faculty members, administrators, staff members, or student organizations, reflecting the author's interests, activities, and information. Institutional resources may not be used to create digital spaces for personal financial gain or for business activities.

Social media accounts representing CCSJ are subject to regular review and/or removal if their actions and consequences of those actions harm the institution's reputation as a center of learning.

Each social media account should have **two** administrators and all interaction on university-affiliated social media accounts should be done with the CCSJ account, not their personal social media accounts.

The Marketing team will provide oversight regarding web-related issues on campus and will review and change policy, procedures, or the structure of institutional pages as needed.

Initiation of a New CCSJ-Sponsored Social Media Account

1. Approval – New athletic social media accounts must be approved by the Sports Information Director. All other new social media accounts must be approved by the Director of Communication.
2. Assignment of Account Administrators – Each account must have at least 2 Account Administrators to act concurrently. These individuals must be benefits-eligible faculty or staff. Account Administrators may delegate portions of their duties for the account to other faculty, staff or currently enrolled students, but the Account Administrator is ultimately responsible for maintaining the social media outlet.
3. CCSJ email accounts must be used to establish these social media accounts. Personal emails must not be used.
4. Registration – Once the outlet is established, the following information must be provided to either the Director of Communications or the Sports Information Director (athletics accounts).
 - a. Name of department/organization sponsoring the site.
 - b. Social media outlet service being used.
 - c. Name and contact information of Account Administrators.
 - d. Account login information/administrator access.
 - e. This information must be updated anytime something changes.

Existing CCSJ-Sponsored Social Media Outlets

All CCSJ-sponsored social media outlets in existence prior to this policy's issue date must have Account Administrators assigned and be registered in accordance with the policy above within 90 days of the policy's issue date.

Using Social Media for CCSJ

1. Plan ahead. If you will be using social media in connection with your work for CCSJ, it's a good idea to think in advance how you will use social media to achieve your department's objectives. Develop a plan that addresses such issues as how frequently you will review and update content, and monitor and respond to comments from visitors to your site.
2. Coordinate and get off to the right start. Marketing has established policies about the use of CCSJ's official logos. These policies and additional guidance about branding are available in the Style Guide.
3. Develop and maintain your presence. Post news, events, and information that is relevant to your target audience. Cross-promote your social media presence in other channels/materials to drive traffic to your social media. Once you establish a social media presence, students, parents, and others will find you and expect to engage with you via social media. Establishing a social media presence that you do not maintain will reflect poorly on your department and CCSJ.
4. Stay accurate. Get the facts straight before publishing them on social media sites. Link to source material whenever possible. This activity will reduce the spread of misinformation and drive traffic. Review content for grammatical and spelling mistakes. If you make an error, correct it quickly and visibly.
5. Be professional and think before you post. For employees using social media as part of their jobs, the same good judgment, common sense, and discretion that applies to using more traditional forms of communication should be followed. Moreover, on social media, employees should be guided by an even heightened concern for protecting their own reputations and the reputation of CCSJ. Try to be mindful at all times that you are representing CCSJ when you post or comment on a CCSJ-related website.
6. Escalate serious issues. If you identify issues related to health, safety, or security while using social media, bring them to the attention of the appropriate resource within the institution immediately. Security issues should be addressed to Director of Human Resources. If you become aware of material online that prompts concern about student health or safety or that someone in the CCSJ community may present a danger to themselves or others, you should contact the Director of Human Resources.

Responsibilities

CCSJ's Marketing Team will maintain official institutional pages and social media accounts, and determine the content and structure of links between various elements of the institution's website.

Departments and organizations will be responsible for timely updates of their web site content under the guidance of the web team. Social media accounts must be updated monthly. Individual faculty members, administrators, staff members, and students will be responsible for the content of their individual pages.

Social media accounts representing an institutional or academic department, an athletic team, or any sponsored organization must share all usernames/passwords with the Director of Communications or the Sports Information Director (athletics). In addition, a faculty/staff/coach must be responsible for managing the content on any social media account that represents a CCSJ department, athletic team or other university-affiliated organization.

All authors of digital spaces (whether institutional, departmental, organizational, individual, or social media) will observe copyright regulations, fair use and intellectual property rights, all local, state, and federal laws and CCSJ policies, and follow standards of design and content that will benefit the public image of CCSJ.

Maintain confidentiality. Only public information may be posted on Official University Social Media sites. Be conscious of the laws and regulations governing the privacy of student education records (FERPA), protected health information (HIPAA), personally identifiable information, and private information about colleagues. This is especially important with pictures, which may require you to confirm that the people in the picture consent to the use of their image and to determine whether it is clear who owns the picture.

Do not use CCSJ logos for endorsements. Do not use the CCSJ logo or any other university images or iconography on personal social media sites. Do not use the CCSJ name to promote a product, cause, or political party or candidate.

As part of the exit interview when leaving the employ of CCSJ, Account Administrators will be deleted from their account and a new administrator assigned.